

## **DETAILED ACTION**

### ***Continued Examination Under 37 CFR 1.114***

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 10/27/2009 has been entered.
2. In the amendment filed 10/27/2009 claims 1, 2, 9, 67, 68, were amended. Claims 1-10, 13-21, 23-27, 29-33, 35-38, 40, 41, 50-65, 67, 68 and 129 were pending.
3. In response to this amendment during an Examiner initiated interview on 12/15/2009 with the applicant's representative attorney Mr. Rajiv Patel it was agreed by Mr. Rajiv Patel to file a Supplemental Amendment by amending claims 1, 4, 9, 67 and 68 and canceling claims 10, 13-21, 23-27, 29, 31-33, 35-38, 40-41, 50-53, 55-61, 63-65 and 129.
4. The applicant's Supplemental Amendment filed 12/23/2009 is acknowledged and entered. Claims 1, 4, 9, 67 and 68 are amended and claims 10, 13-21, 23-27, 29, 31-33, 35-38, 40-41, 50-53, 55-61, 63-65 and 129 are canceled. Claims 1 -9, 67-68 are pending.

### ***Drawings***

5. Drawings filed 9/23/2009 are acceptable.

### EXAMINER'S AMENDMENT

6. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Mr. Rajiv Patel on 12/30/2009.

The application has been amended as follows:

1. (Currently Amended) A method to place an order for an item at a computer of a client system, the method comprising:

- providing for display at the client system information identifying the item;
- providing for display at the client system an element for enabling display of order fulfillment instructions for ordering the identified item;

in response to receiving a first indication of selection of the element for enabling display of order fulfillment instructions for ordering the identified item, providing for display at the client ~~computer~~ system (i) a plurality of order fulfillment options that are enabled and predefined for a user of the client system ~~computer~~, each order fulfillment option comprising a unique combination of a delivery address, shipping instructions, and

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a payment source and (ii) a non-enabled fulfillment option that is displayed in a manner that indicates the fulfillment option is not enabled; and

in response to receiving, subsequent to the first indication, a second indication of selection of one of the plurality of order fulfillment options as a single action to order the identified item, sending to a server computer a request to order the identified item such that the identified item is to be sent to the delivery address using the shipping instructions and is to be paid for by the payment source associated with the selected one of the plurality of order fulfillment options, wherein the single action of selecting one of the plurality of order fulfillment options places the order and pays for the identified item.

9. (Currently Amended) A computer-readable medium storing executable computer instructions that execute placement of an order for an item at a computer system, the instructions comprising:

providing for display at the computer system information identifying the item;

providing for display at the computer system an element for enabling display of order fulfillment instructions for ordering the identified item;

in response to receiving a first indication of selection of the element for enabling display of order fulfillment instructions for ordering the identified item;

providing for display at the computer system (i) a plurality of order fulfillment options that are enabled and predefined for a user of the client computer system, each order fulfillment option comprising a unique combination of a

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delivery address, shipping instructions, and a payment source and (ii) a non-enabled fulfillment option that is displayed in a manner that indicates the fulfillment option is not enabled; and

in response to receiving, subsequent to the first indication, a second indication of selection of one of the plurality of order fulfillment options as a single action to order the identified item, sending to a server computer a request to order the identified item such that the identified item is to be sent to the delivery address using the shipping instructions and is to be paid for by the payment source associated with the selected one of the plurality of order fulfillment options, wherein the single action of selecting one of the plurality of order fulfillment options places the order and pays for the identified item.

67. (Currently Amended) A computer-readable medium storing executable computer instructions ~~that~~ , when executed by a processor, ~~[[to]]~~ assist a user in ordering an item, the instructions comprising:

providing for display at ~~the computer~~ a client system information identifying the item;

providing for display at the client system an element for enabling display of order fulfillment instructions for ordering the identified item;

in response to receiving a first indication of selection of the element, providing for (i) display each of multiple fulfillment options associated with the user that are enabled and comprising information related to ordering the identified item and (ii) displaying non-

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enabled fulfillment option that is displayed in a manner that indicates the fulfillment option is not enabled; and

in response to receiving, subsequent to the first indication, a second indication of selection of the ~~procurement~~ fulfillment option as a single action to order the identified item, sending to a server system a request to order the identified item using the information associated with the selected fulfillment option.

7. The following is an examiner's statement of reasons for allowance:

Claims 1-8, 9, 67, 68 are allowed wherein claims 1, 9, 67 and 68 are independent claims and claims 2-8 are dependencies of claim 1.

Note: The examiner, in view of the applicant's disclosure [see at least page 11, lines 6-9, "*A client system may comprise any combination of hardware or software that can interact with the server system. These systems may include television-based systems or various other consumer products through which orders may be placed.*"], has considered the terms "client system" recited in claims 1-8, and 67 as any combination of hardware and software that can interact with a server system.

With regards to claim 67, the prior art of record, alone or combined, does neither anticipate nor render obvious, a processor executing the steps, as a whole, providing for display at a client system information identifying the item, providing for display at the client system an element for enabling display of order fulfillment instructions for ordering

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the identified item, in response to receiving a first indication of selection of the element, providing for (i) display each of multiple fulfillment options associated with the user that are enabled and comprising information related to ordering the identified item and (ii) displaying non-enabled fulfillment option that is displayed in a manner that indicates the fulfillment option is not enabled, and in response to receiving, subsequent to the first indication, a second indication of selection of the fulfillment option as a single action to order the identified item, sending to a server system a request to order the identified item using the information associated with the selected fulfillment option.

The prior art of record, Hartman et al., U.S. Patent No. 5,960,411 does disclose information that identifies the item and displays an indication of an action (e.g., a single action such as clicking a mouse button) that a purchaser is to perform to order the identified item. In response to the indicated action being performed, the client system sends to a server system the provided identifier and a request to order the identified item. The server system uses this identifier to identify additional information needed to generate an order for the item and then generates the order (see Hartman 2:51-62 and also Board's decision mailed 1/26/2009, page 6, lines 11-20 confirming the same.). Hartman also discloses displaying and requiring procurement options to complete an order, and those options may include payment information and delivery information (FF 01-04 and also Board's decision mailed 1/26/2009, pages 12-14). Yamada, U.S. Patent No. 6,336,100, see Fig.9, provides enablement and details useful to Hartman's sales system for selecting one of many shipping destinations available which can be used for

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selection for the purchase information and based upon this selection. However, Hartman combined with Yamada **does neither teach nor render obvious at least a processor executing the steps , as a whole, of providing for display at the client system an element for enabling display of order fulfillment instructions for ordering the identified item, in response to receiving a first indication of selection of the element, providing for (i) display each of multiple fulfillment options associated with the user that are enabled and comprising information related to ordering the identified item and (ii) displaying non-enabled fulfillment option that is displayed in a manner that indicates the fulfillment option is not enabled and in response to receiving, subsequent to the first indication, a second indication of selection of the fulfillment option as a single action to order the identified item, sending to a server system a request to order the identified item using the information associated with the selected fulfillment option.**

Since the language and limitations of claims 1-8, 9 and 68 are similar and include the limitations of claim 67, the reasons for allowance for claims 1-8, 9 and 68 are same as set forth above for claim 67.

7. Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

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Any inquiry concerning this communication or earlier communications from the examiner should be directed to Yogesh C. Garg whose telephone number is 571-272-6756. The examiner can normally be reached on Increased Flex/Hoteling.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

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